

THE BON-TON STORES, INC.

BON-TON BERGNER'S BOSTON STORE CARSON PIRIE SCOTT ELDER-BEERMAN HERBERGER'S YOUNKERS

Dear BonTon Vendor:

We are continuing to launch new brand opportunities and to build significantly more impactful display elements to drive business on our existing brands. To facilitate this, we ask for your assistance in helping to fund a portion of these major expenses. We're certain these improvements in fixturing will enhance our sales and your future orders in a very competitive market.

To put this funding in place, a Fixturing deduction of 0.5% and a Signage deduction of 0.5%, a total deduction of 1.0%, will be applied to all vendor payments. We do not plan to change the previously established costs in our system for orders and will process this as a deduction against payments. Please contact your BonTon Product Manager if you have questions.

We also have a Product Lifecycle Management system which will be used by you to access our specification packs and other development information. To offset our investment in this powerful tool, we ask for your payment by check to BonTon of \$450 per year, due annually by January 15.

These are important initiatives which will speed our development cycle and improve our presentation of product to our customers. We appreciate your ongoing partnership and participation in our business.

Sincerely,



Steve Villa

Acknowledgement

I have read the statement above regarding the 1% deduction and the \$450 annual charge and understand this is a requirement of conducting business with BonTon Private Brands. (Please sign and return this page)

Vendor name (print): _____

Resource number: _____

Printed name, printed title, signature: _____

Date: _____

Please return this signed document to our corporate office by scan/e-mail to ruby.lock@bonton.com or fax to 414-347-5473.

Checks for annual PLM support should be made out to BonTon Dept Stores, Inc. and sent to Deb Zube, Private Brand Expense Manager, 310 West Wisconsin Ave. – 10th Floor West, Milwaukee, WI 53203 USA